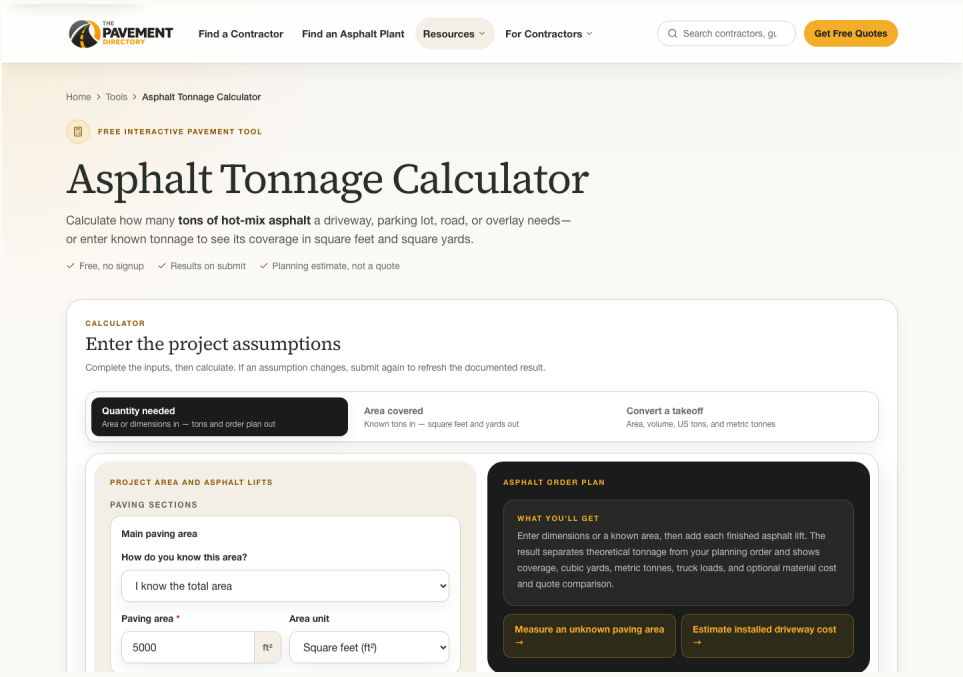
TARGETED PAVEMENT INDUSTRY ADVERTISING

Your brand, beside the next pavement decision.

Connect with readers while they research pavement projects, compare contractors and use specialized estimating tools.



Actual TPD asphalt tonnage calculator. Sponsorship sits in the lower planning section, below the working tools shown here.

Resources designed for practical work

Contractors, estimators and project managers; property and facility managers; asphalt plants, material suppliers and equipment professionals; commercial owners and municipal teams.

These are intended audience use cases, not measured demographic shares. No traffic or reach total is claimed in this overview. Ask for current, dated traffic information for the proposed pages.

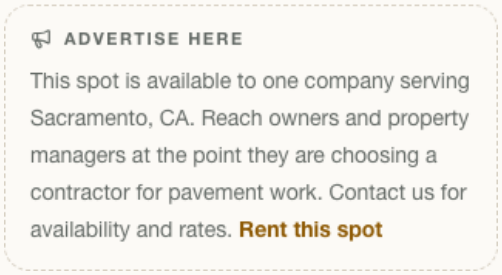
Explore placements: thepavementdirectory.com/advertise/

Four real placement formats.

Text and link creative with a visible sponsorship disclosure. Screenshots show actual unsold positions, not advertisers or purchased campaigns.

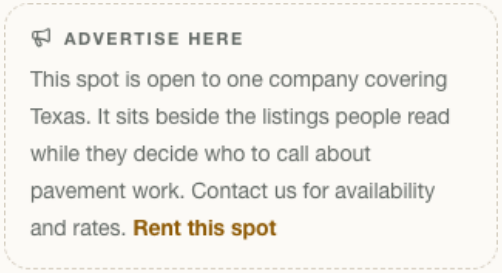
City directory pages

Lower sidebar on city and city/service directory pages. Target a city within a state, with an optional service category.



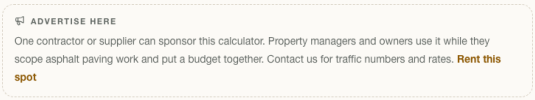
State directory pages

Lower sidebar on state and statewide service pages. Selected states and service categories; city-page coverage can be agreed.



Pavement calculators

Lower planning-resources section. Match calculators by their related service categories, or discuss the calculator inventory as a whole.



Guides and cost guides

Lower article sidebar, matched by related service categories. Separately, occasional company or product mentions with a contextual link inside a suitable guide may be considered, subject to relevance, editorial review and disclosure.



On mobile, sidebar placements follow page content. These are page-context buys, not behavioral or visitor-location targeting. Standard campaigns cannot target individual calculator/guide IDs. Haul Planner and Plant Finder sponsorships are not currently available.

A clear scope. A custom quote.

Each proposal defines the pages, placement, creative, price and campaign period. Rates depend on the targeting, current available page traffic information, placement and dates. No standard package price or traffic guarantee is offered in this overview.

One sponsor per agreed position

Positions are not rotated through an impression auction. Availability and exact coverage are confirmed before a campaign is accepted.

Defined dates, no automatic renewal

Start and end dates are agreed in advance. Campaign scheduling and publication are handled with the TPD team.

Editorial independence

Paid placements are disclosed. Sponsorship does not buy an editorial recommendation, organic ranking or a change to contractor listing results. Featured and Sponsored contractor listing plans are separate products.

Measure the opportunity accurately

Request dated page traffic information and its source. Sessions, users, pageviews, search impressions and ad views are different measures. Sponsorship does not guarantee leads, conversions or return on investment.

Request a proposal or current media information

Send your company, contact name and work email. Include target cities/states, relevant services, placement interests and preferred dates if known.

thepavementdirectory.com/advertise/
hello@thepavementdirectory.com

A request does not reserve inventory or start a paid campaign. Paid advertising is not an endorsement, certification or guarantee of workmanship.